



United States
Department of
Agriculture

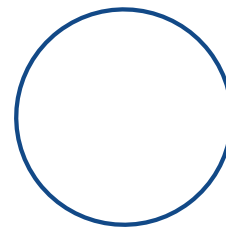
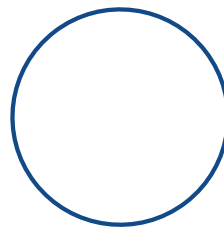
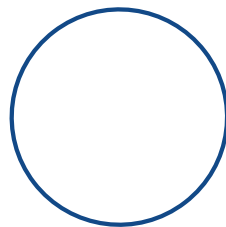
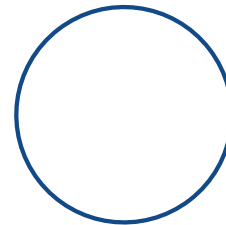
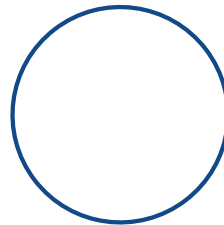
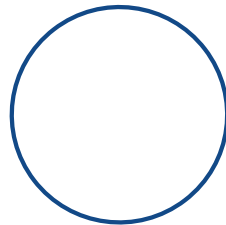
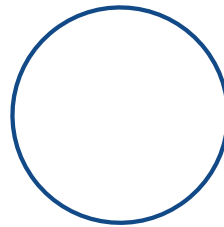
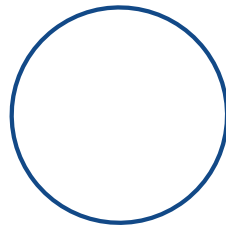
Economic
Research
Service

February, 2000

Visual Management Guide

The ERS Symbol

Its Purpose and Use



Economic Research Service Identity

All organizations have an identity in the eyes of their public, whether or not an organization attempts to form one. These identities are derived from cumulative judgements of responses to products, services, personal contacts, and perceived mission. To create a positive perception, an organization must make an effort to present itself in a consistent and clear manner with understandable communication materials backed by the delivery of quality products.

The Economic Research Service has a long standing reputation of quality personnel, products and services. The new ERS symbol has been established to create an identity more in keeping with the agency's broad mandate. Consistent presentation of the symbol will reinforce agency identity and help to place the ERS brand on *economic research* for American agriculture.

Meaning

The ERS symbol has four elements. It contains the initials for the agency's name, ERS; a graphic standing for uniqueness among order and discipline; the name of the agency spelled out; and the slogan "Roots in Agriculture, Future in the World." The slogan, when it is used, stands as a qualifier for the agency's mission.

Uses

The ERS symbol shall be used with all information materials for all media generated by the agency. This includes print material (stationery, publications, posters, advertising, banners, and the like), dimensional material (exhibits, trade shows, seminars, events, conventions, sign systems), and electronic material (video, internet, websites, interactive exhibits).

Relationship to the Department of Agriculture

The ERS symbol is a representation of one of the Department of Agriculture's many agencies. When used with the USDA symbol, it shall always appear as a subset (one of the agencies) of the Department. There are various manners of display when used for information products unique to ERS. When used with the symbols of other agencies of USDA, it should be displayed in an equal manner or as may be agreed upon with another agency.

With Private Sector Partners

With private sector partners the ERS symbol may be displayed as appropriate, with the following caveat: The ERS symbol shall not be displayed in a manner that constitutes warranty of private sector or-

Basic Symbol



Basic Symbol With Slogan



Typical Signatures



ganizations, products, services, or endeavors unless there is an agreement to do so. It shall not be displayed in a manner that could be construed as favoring one private sector organization or product over another. Written permission must be obtained from the ERS's Office of Publishing and Communications.

The Symbol, the Agency's Signature, and Manner of Display

Symbol. The basic symbol is the ERS initials combined with the graphic element. The initials and graphic are at times positioned over or adjacent to the agency's name, spelled out. Sometimes the slogan is used.

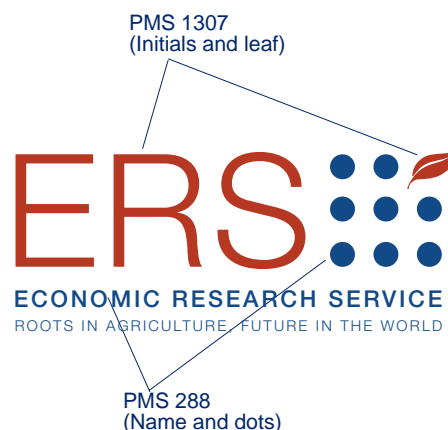
Signatures. The elements of the symbol are used in different configurations for various products and media, and at times with the name of the Department. These configura-

tions become the agency's *signatures*. The proportion and relationship of the ERS initials, the graphic, and the manner of display with the agency and department name is fixed by design. Do not attempt to re-create them in any manner. Camera-ready board art and electronic files are provided.

Color

Generally, the ERS symbol shall be shown in one color, usually black, or in one of the Pantone Matching System (PMS) colors. The preferred single color other than black is dark blue. The selected two color version of the symbol is specified in PMS 1307 (brick red), and PMS 288 (dark blue). When shown in two colors, the colors within the symbol shall not be mixed or portrayed in

any other way than as shown. The ERS initials are always in brick red. When multiple color reproduction is needed, the two PMS colors are formed by "building" with the basic four colors used in the printing industry known as CMYK. (C=Cyan, M=Magenta, Y=Yellow, K=Black). A percent of the basic colors is specified in order to obtain the ERS colors. Thus: PMS 1807; C=0, M=91, Y=94, K=30.5. PMS 288; C=100, M=65, Y=0, K=30.5.



Signature Reversed

When the symbol and signature is presented on a dark background, reverse (drop out) the symbol to the background color.



Typical Applications, Print Media

These products represent typical ways in which the ERS symbol may be applied to print media products.

Materials for national public distribution, such as the Wetlands example and the letterhead shown below, adhere to the Department's Visual Management System. Products

unique to the agency adhere to standards established by the ERS's Office of Publishing and Communications.

National Publications



Publication, national standard

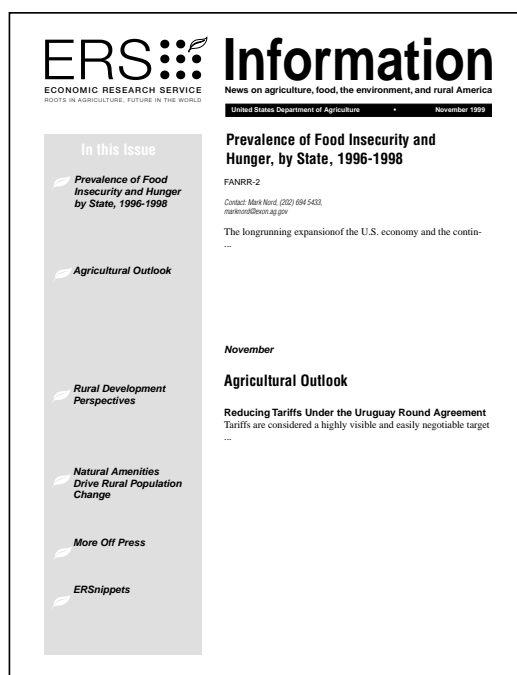


Department letterhead with ERS symbol

ERS Publications



ERS recruitment brochure



ERS Information



ERS event kit